



NEWS

MUSIC AND ARTS LIFE

# NPR PODCASTS

On Demand Listening, Unparalleled Engagement



# NPR PODCASTS

## NPR is the #1 podcast publisher in America, with 8 of the top 20 podcasts

- Downloaded by 11.3 million unique podcast users [each month](#)
- Included in several “Year End” lists, including [The New York Times](#), [The Atlantic](#), [Inc.](#), [Vulture](#), and earned 6 spots in the iTunes Best of 2016
- NPR podcast users have increased 38% year over year

### Podcast Sponsorship Opportunities

- NPR podcast sponsorship opportunities include :15 pre-roll or :30 mid-roll
- Select programs include :30 mid-rolls read by podcast hosts, incorporate the character of individual programs
- [Hear sample audio](#)





# NPR LEADS PODTRAC PODCAST AUDIENCE RANKER

Largest podcast audience of any publisher with **11.3 million** monthly users

PODCAST INDUSTRY RANKING HIGHLIGHTS TOP 10 PODCAST PUBLISHERS US AUDIENCE: APRIL 2017				
RANK	PODCAST PUBLISHER	US UNIQUE MONTHLY AUDIENCE	GLOBAL UNIQUE STREAMS & DOWNLOADS	ACTIVE SHOWS
1	NPR	11,357,000	79,114,000	36
2	This American Life/Serial	9,545,000	51,130,000	4
3	WNYC Studios	6,760,000	34,747,000	45
4	HowStuffWorks	3,919,000	31,051,000	13
5	Radiotopia	2,982,000	14,420,000	17
6	New York Times	1,985,000	10,571,000	9
7	CBS	1,774,000	12,300,000	433
8	American Public Media	1,591,000	6,502,000	37
9	WBUR	1,406,000	6,255,000	14
10	The Moth	1,295,000	4,311,000	1



# CUSTOM AUDIO OPPORTUNITIES

## NPR podcasts feature unique opportunities to showcase custom sponsor messaging

- High-quality, custom messages will be expertly produced in-house by NPR, the leader in digital audio storytelling
- With 93% of NPR podcast listeners consuming most or all of a podcast, sponsor custom messages will connect with NPR's highly engaged podcast audience

### Custom Audio Sponsorship Opportunities

- **Host-read Mid-roll:** Messages of up to :30 read by podcast hosts, incorporate the character of individual programs. [Experience the audio](#)
- **Soundscape Mid-roll:** Integrate sponsor's content into a mid-roll, such as a message from the CEO or a part of the brand story. [Experience the audio](#)
- **Podcast Halo in NPR Player:** Podcast Halo placement includes a custom audio promo paired with co-branded 300×600 banner inviting users to listen to the podcast. [Experience the audio](#)



Podcast Halo in NPR Player



**“NPR, which has long been in the entertainment-journalism business, produces expertly done shows that are available in podcast form, and it often dominates the genre.” –The New Yorker**

**11.3M**

unique monthly podcast  
audience

**79M**

total monthly podcast  
streams

**76%**

of NPR podcast listeners hold  
a more positive opinion of a  
company when they find out  
it supports NPR

**59%**

of NPR podcast listeners pay  
more attention to NPR  
podcast sponsor messages  
than they do to ads in other  
media or places

**76%**

of NPR podcast listeners have  
taken action in response to a  
sponsorship announcement in  
an NPR podcast



# PRAISE FOR NPR PODCASTS

**“Podcasts are becoming (or already are) the way millennials listen to the radio.”**

*Mic.com*

**“It’s hard to stray very far in the podcasting world without stumbling upon a programme by NPR.”**

*Telegraph*

**“NPR has consistently been one of the most popular podcast providers in the iTunes Store.”**

*MacWorld*

**Top 10 Podcasts To Feed Your Brain And Ease Your Commute**  
*Business Insider*

**Best New Podcasts of 2015**  
*International Business Times*

**This Week’s Best Podcasts**  
*Telegraph*

**5 Podcasts Every Millennial Should Listen To**  
*Mic.com*

**NYC’s Top Ten Podcasts**  
*Time Out New York*

**The Only Things You Should Read, Watch & Do This Week**  
*Outside Online*





# SAMPLE SPONSOR COPY FOR NPR PODCASTS

## Support for NPR Podcasts Comes From...

- **Squarespace**, who believes it's never been more important to make a great impression online. Squarespace provides everything you need to create your own website, including customizable designs and 24/7 support. Learn more at Squarespace dot com, promo code N-P-R.
- **Lumosity**. Lumosity dot com, dedicated to helping people feel sharper, think faster, and remember more with neuroscience based workouts that challenge your brain. Start training for free at Lumosity dot com.
- **LOYAL3**, the easy and affordable way for everyone to buy stock in their favorite companies. See if your favorite company is on board for fee-free investing, and become an owner in 3 easy steps. More at Loyal 3 dot com.
- **Match.com**, for singles to create dating profiles and meet others with common interests. Learn more at Try Match dot com. Use promo code NPR for a free trial.
- **Netflix**, with instant streaming – thousands of TV episodes and movies for viewing on a computer or mobile device. Free 30-day
- Support for this podcast comes from **Chipotle**. They believe that some things out there are just a mystery, like “What is guanylate?” and “Why does it end up in typical fast food chicken?” They don’t have a clue because at Chipotle, they don’t guanylate their chicken. They marinate it. Chipotle. Mystery-free.



# FRESH TITLES, UNMATCHED CONTENT

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## How I Built This

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Guy Raz, host of *TED Radio Hour* brings you the stories of the innovators behind some of the fastest-growing companies in the world – Uber, Vice, Warby Parker and more. Ranked among iTunes' most downloaded podcasts each week.

[Preview show](#)



## 1A

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New to NPR's lineup, *1A* is a daily radio program and podcast hosted by Joshua Johnson – a smart, fresh voice with curiosity and empathy. The show convenes essential conversation about today's most important issues from politics, culture and technology, delivering a mix of topics and analysis inspired by the news.

[Preview show](#)



## Code Switch

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In 2016, NPR's *Code Switch* blog expanded from "required reading" to a "must-listen podcast, named one of *The New York Times*' "Best New Podcasts of 2016." this podcast features "courageous conversations about race, society and culture." ([The Guardian](#)).

[Preview show](#)



## NPR Politics Podcast

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NPR Politics Podcast combines sharp analysis and witty commentary into thought-provoking coverage that listeners won't find anywhere else. NPR Politics Podcast was named #3 on the top 10 top 10 podcasts of 2016, according to Vulture

[Preview show](#)



# REPRESENTING NPR ACROSS PLATFORMS





## IN THEIR OWN WORDS

Quotes from NPR Listeners on the NPR Experience

“NPR podcast sponsorships are an effective way to communicate with me.”

“It’s a conversation starter. I find so often that I’ll say ‘I heard on NPR the other day.’”

**“They appeal not only to intelligence but your sense of wonder.”**

“I strongly value NPR podcasting. And I’m grateful towards sponsors and NPR for making podcasting available.”

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# AUDIENCE PROFILES

Targeted Reach to Key Audiences

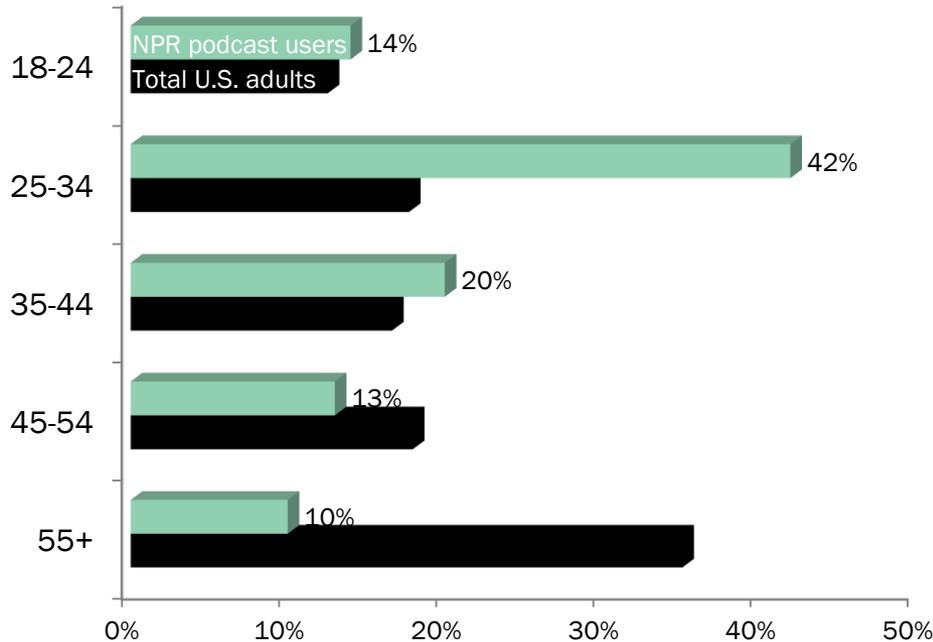
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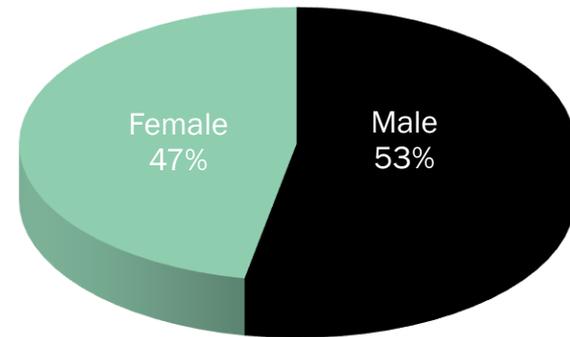
# NPR PODCAST USER DEMOGRAPHICS

Median Age of NPR Podcast Users is 33

Age



Gender



56% of podcast users are under age 35



# NPR PODCAST USERS PROFILE

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## Largely Affluent

- The median HHI of NPR podcast users is \$84,074
- 58% have HHI of \$75,000 or more

## Highly Educated

- 86% hold a Bachelor's degree or higher
- 39% have post-graduate education

## Business Influencers

- 80% are employed full-time
- 30% hold executive/managerial positions
- 49% participate in business purchase decisions

## Podcast Users Take Action

Among those who recalled hearing any movie sponsor in an NPR podcast:

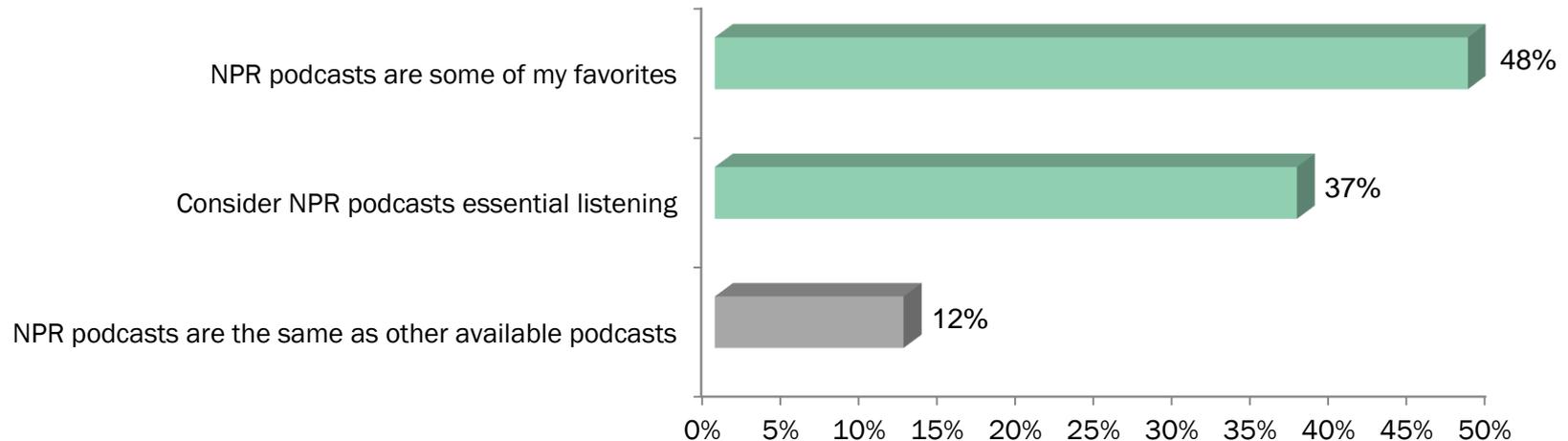
- 56% visited a sponsor's website
- 50% considered a new product or service
- 21% recommended a product or a service to other



# DEEPLY LOYAL TO NPR PODCASTS

## NPR Podcast Listeners Strongly Prefer NPR Podcasts

### Listeners prefer NPR podcasts over others:

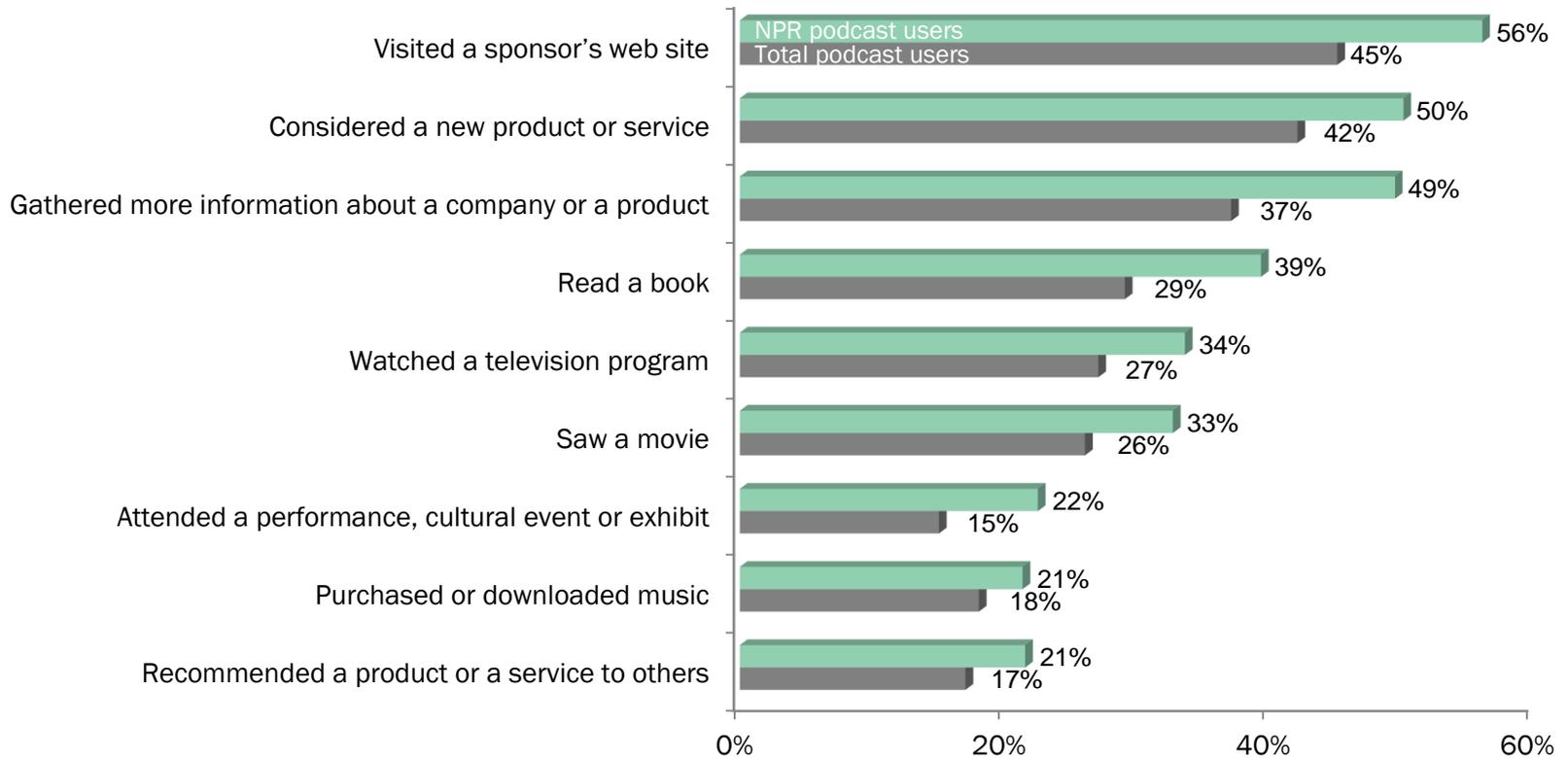


More than half of all monthly podcast users have listened to an NPR podcast in the past month.

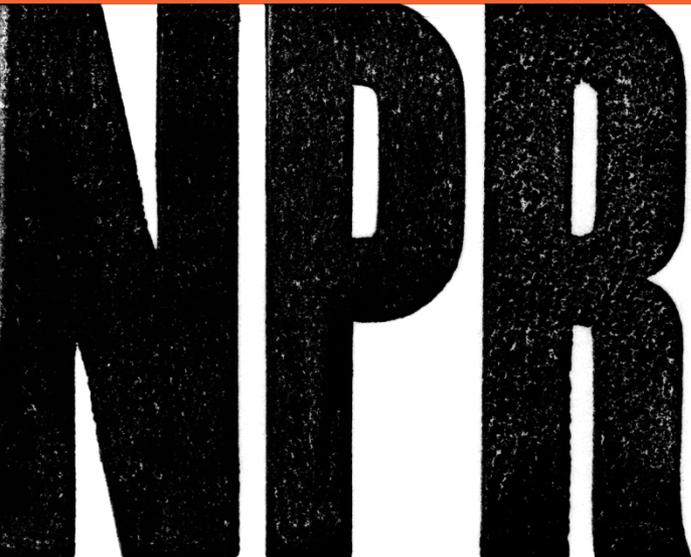


# STRONGLY INFLUENCED BY NPR

As a result of listening to a sponsorship announcement in an NPR podcast, NPR podcast users have:



Sources: NPR Podcast User Surveys, Spring 2016 compared to IAB-Edison Research Podcast Advertising Study, August 2016. Percentages for all podcast users are in response to the question "Which, if any of the following actions have you taken as a result of sponsorship or advertising you have heard in the podcast you enjoy?"



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## **CONTACT**

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